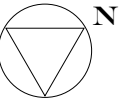


PRADA

SHOWERS





TEMPORARY
STORAGE FOR
USERS &
FLEXIBLE AREA
FOR ROTATING
HEALTH SERVICES
& CONSULTATION

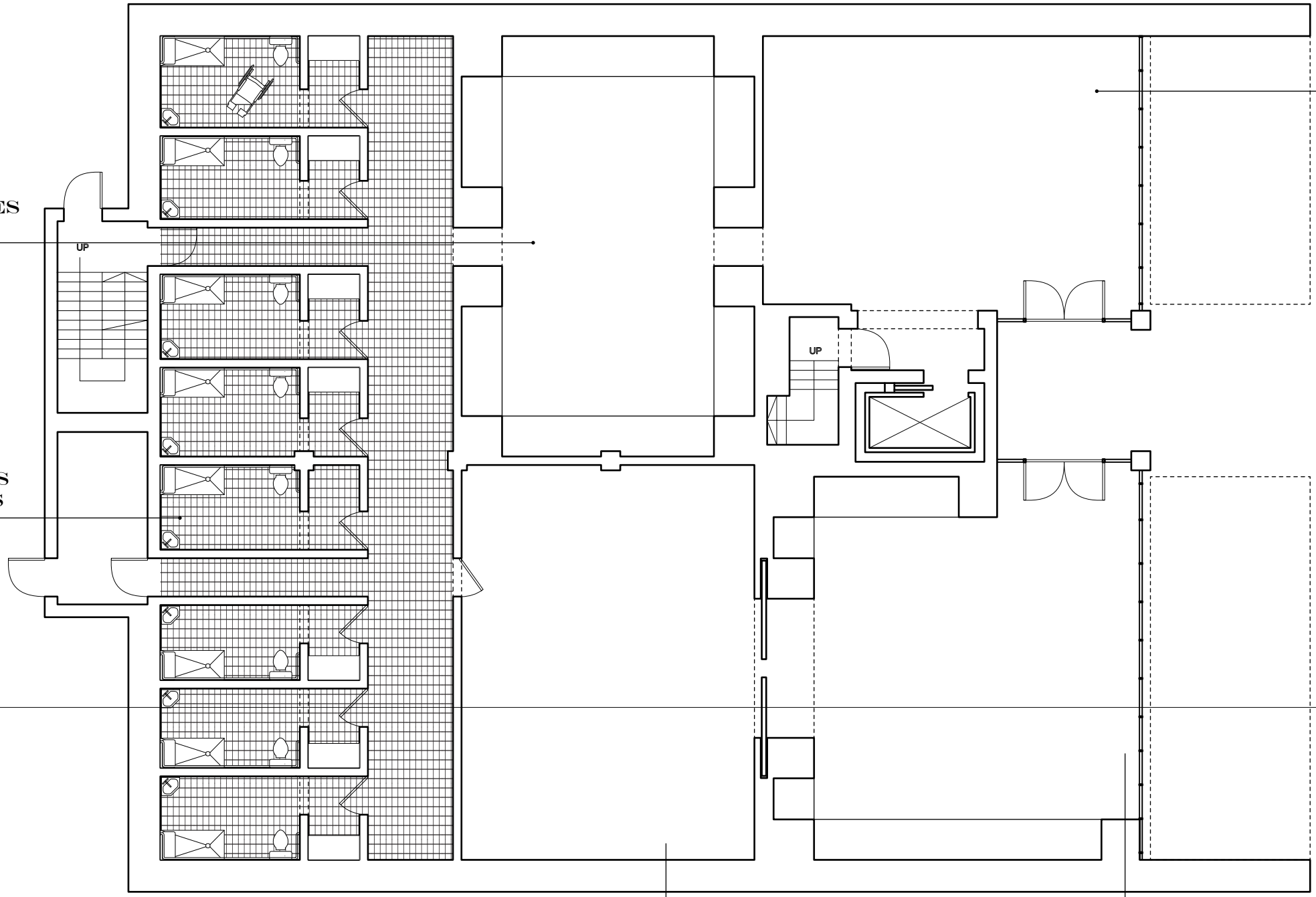
ACCESSIBLE
PUBLIC SHOWERS
AND RESTROOMS

RESIDENTIAL LOBBY
& PUBLIC SHOWER
RECEPTION AREA /
CHECK IN

WINTER STREET

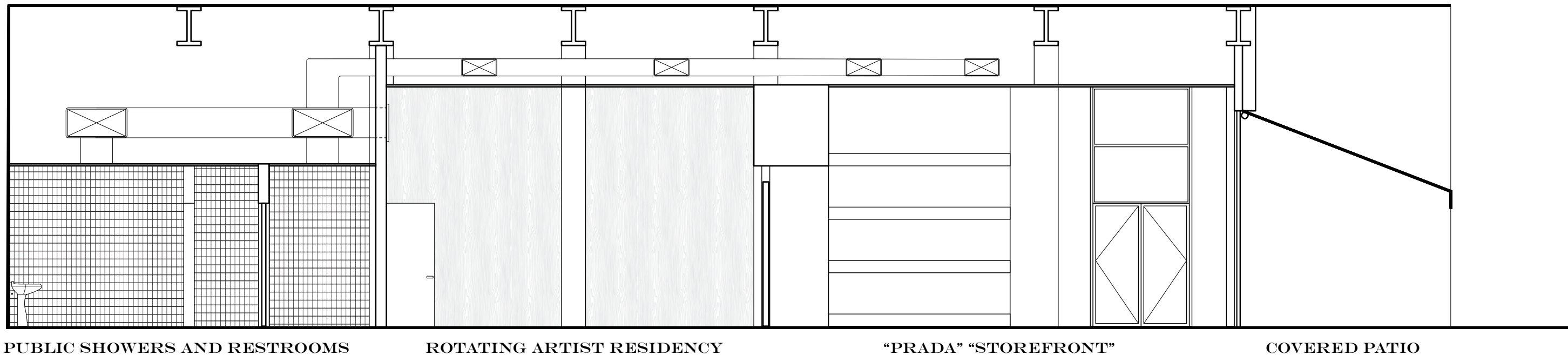
ROTATING ARTIST RESIDENCY
(FOR DISPLAY AND ONLINE SALE
IN ADJACENT ART GALLERY)

ART GALLERY DISGUISED AS PRADA STORE
(ONLINE AUCTION SALES ONLY)





INSPIRED BY THE SECRET WORLD OF BOSTON'S "FASHION MECCA" HIDDEN WITHIN A NONDESCRIPT CONVENIENCE STORE (THE BODEGA) AS WELL AS THE PERMANENT SCULPTURAL ART INSTALLATION BY ARTISTS ELMGREEN & DRAGSET IN TEXAS (PRADA MARFA), "PRADA SHOWERS" IS NOT A REAL STORE. "PRADA SHOWERS" IS A NETWORK BETWEEN TENANTS: THE PRADA FOUNDATION, WHICH SUPPORTS A ROTATING ARTIST RESIDENCY ON SITE, THE ARTIST IN RESIDENCE, WHO PRODUCES ART OBJECTS TO BE PUT ON DISPLAY IN THE STOREFRONT GALLERY (ONLY OPEN FOR ART SHOWS AT THE CULMINATION OF EACH RESIDENCY) AND UPPER FLOOR APARTMENT RESIDENTS, WHO SHARE A LOBBY WITH THE "PRADA SHOWERS" RECEPTION AREA. WHILE PUBLIC FOR EVERYONE, THESE SHOWERS ARE INTENDED FOR THE BOSTON DOWNTOWN HOUSELESS POPULATION, WHO CAN TEMPORARILY STORE THEIR POSSESSIONS IN THE BACK OF HOUSE WHILE THEY ARE GUIDED AND ATTENDED TO BY ON SITE STAFF AND ROTATING HEALTH CARE PROFESSIONALS. LUXURY CLOTHES ARE NOT FOR SALE HERE. INSTEAD AN ALREADY ESTABLISHED FOUNDATION SUPPORTS BURGEONING ARTISTS AND IN TURN SECURES A NECESSARY SERVICE - ONE THAT GIVES TEMPORARY SHELTER TO THOSE WHO ARE OTHERWISE SHUT OUT ENTIRELY FROM THE DOWNTOWN STOREFRONT SCENE. "PRADA SHOWERS" REVERSES THE USUAL PUBLIC VS. PRIVATE & ACCESSIBLE VS. INACCESSIBLE DIVISIONS INsofar THAT HERE LUXURY IS A FRONT THAT HIDES THE PRIORITIZED PROGRAM - ONE THAT GIVES PEOPLE WITHOUT ACCESS TO BOSTON'S DOWNTOWN A PLACE TO GO.



PUBLIC SHOWERS AND RESTROOMS

ROTATING ARTIST RESIDENCY

"PRADA" "STOREFRONT"

COVERED PATIO

